

Oneida County Tourism Meeting Minutes
Rhineland Chamber of Commerce

December 2, 2013

Present: Kim Baltus, Lara Reed, Bob Martini, Skip Brunswick, Connie Madden, Kari Zambon, Lyn Pilch, Sarah Fischer

Excused: Romelle Vandervest

1. **Call to Order** – the meeting was called to order by Kim Baltus at 1:40pm.
2. **Approve Agenda** – motion made by Madden, seconded by Brunswick; all in favor, motion approved
3. **Approve November Notes & E-Agenda Minutes** – without a quorum in November the meeting minutes are notes; all items were sent out for approval with an e-agenda which minutes were included for. Motion made by Martini to approve, second by Madden; all in favor, motion approved
4. **Treasurers Report** – given by Connie Madden; not all November expenses were provided as Margie has not closed out the month's books yet but you can see without the grant reimbursement we are behind by about \$2,700. That money will be made up once the grant money is reimbursed. We also have not received dues from Hazelhurst or Pelican Lake. Connie will follow up with these two groups. Discussion on the attendance at sports shows was also discussed and an emphasis was placed on approving who is attending which show on behalf of Oneida County. An expense form created by Pilch and Barnet was also handed out and the group approved using this format going forward. Reed will email out the electronic copy of the expense form with the meeting notes to the group. A motion was made by Reed to approve the Treasurer's report as presented, second by Brunswick; all in favor, motion approved
5. **Invoices** – none
6. **Dates of Future Meetings** – we will continue to hold bi-monthly meetings on the first Monday of the month. Next meeting will be Monday February 3, 2014 in Three Lakes.
7. **Reimbursement Policy Recommendations** - discussion concerning setting guidelines for expenses when committee members are traveling on behalf of Oneida County Tourism Council. Knowing there will be some leeway with these items it was decided that the group will pay for lodging, mileage and up to \$30 per day of travel for one individual when attending an approved sports show or conference.
8. **JEM Branding Grant Update**- Lyn Pilch; the evaluation portion of the grant is being finalized now. The last piece will be to get the economic impact information from the various Chambers. We have been using room tax revenue as a baseline for comparison so this will look at 2012 versus 2013. The NOW group is going to continue to meet and work on our joint branding efforts.
9. **Pilch & Barnet Report** – Lyn Pilch; the only item here is to discuss and approve the 2014 budget. Lyn walked the group through the line items answering questions as we went. The total amount

of \$110,000 comes from our County approved budget of \$100,000, dues of \$6,000 and then using up the remainder of a carryover we have.

10. **Summary of County Board budget hearing** - Reed and Martini gave a recap of the board budget meeting. Our \$10,000 was reinstated the motion came from Supervisor Bob Mott. There was some good discussion and having the bullet point notes were very much appreciated and helped to relay the same information to the group for the third time in the last year, which having a consistent message is key.
11. **Approve 2014 Budget** - after the discussion during Lyn's report a motion was made to approve the budget as presented by Madden, second by Martini; all in favor, motion approved.
12. **State Tourism Department Report** – Sarah Pischer; Dates to remember include the Governor's Northern Economic Summit on December 16 & 17 in Pembine and also WIGOT which will be March 2 – 4 in Lake Geneva. New items for WIGOT will be a Facebook page and also an App with updates and to encourage engagement. Please remember to email Sarah regarding anything new and exciting in your community for 2014 – could be events, attractions etc. Also Extranet partners remember to be updating the all-important snow conditions and also keeping up to date businesses and attraction entries.
13. **ITBEC Report** – Kari Zambon; the last meeting was held in Eagle River on November 21st. The group is working on reprinting some brochures, increasing traffic to their website and finalized promotions for the sports shows that will be attended in 2014. The next meeting will be on January 30th in Wood County.
14. **Grow North & OCEDC Report** – Kim indicated that she had to resign from the Grow North Board due to scheduling conflicts with their monthly meetings but that she recommended Tamra to represent our group. Kim will make sure to get updates from Tamra to bring to this group monthly. Reed and Baltus both indicated they had not attended an OCEDC meeting and had nothing to report on that group.
15. **Community Reports** – Baltus – Minocqua kicked off the Christmas season this past weekend and are now just busy planning for 2014. Woodruff will hold their annual New Year's Eve celebration. Madden – Lake Tomahawk had a very successful Halloween party with more than 300 kids attending, now they are planning for Christmas but you do have to RSVP to attend that party so it will be a bit smaller. Brunswick- Three Lakes also kicked off the holiday season this past weekend with a successful event and are not busying planning for 2014 and Heritage Fest which they did receive a third year of JEM grant funding for. Reed – Rhinelander also held the parade to kick off the holidays this past weekend and have a new downtown lights promotion going to encourage folks to come downtown and also make sure to visit the Rhinelander Railroad Association model train display. Rhinelander's big event and news for 2014 will be our Boom Lake Log Jam.
16. **Public Comment/Communications** – none
17. **Items to be included on Next Agenda** – none
18. **Adjournment** –meeting ended at 3:15pm

There was no action taken on any of the above items as a quorum was not present to take action. An E-Agenda will be sent out with the items to take action on at a later date.

Respectfully submitted,

Lara Reed

OCTC Secretary